



MEDHA DAIRY



PRESENTATION ON INDUSTRY VISIT

SUBMITTED BY SOUMIK BHAKAT

FACULTY IN-CHARGE:

Sanjana Mukherjee

Chunu kumar

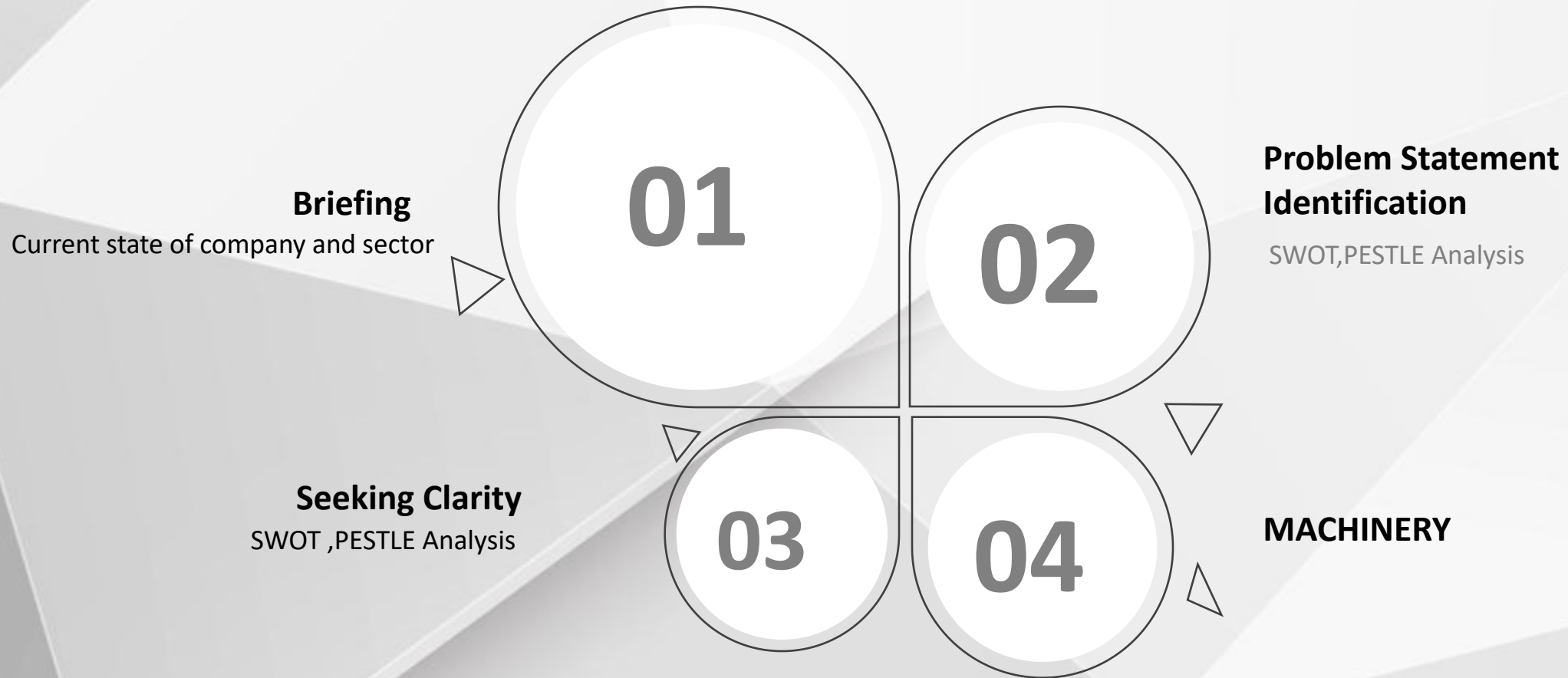
DEPARTMENT OF BBA
ACADEMIC YEAR 2023-2024

WE ARE

INDUSTRIAL VISIT ORGANIZE BY **SUNSTONE.**



This is to certify that the report submitted by the following a student of 2nd semester in the subject industrial visit by Bonafide record of work done by them at Usha Martin University Ranchi Jharkhand during the academic year 2023-2024





Medha Dairy is an integral part of the Jharkhand Milk Federation. In March 2014, JMF joined hands with National Dairy Development Board (NDDB) to extend the developmental spirit of the dairy development programme in the state of Jharkhand. Since then, we have successfully impacted the lives of thousands of people of the state. We taught the farmers a dairy-boostered way of life that benefits all our stakeholders including themselves in one way or the other.

Jharkhand State Milk Federation (JMF) implemented various dairy development programme in the State for a period of five years.

Subsequently, NDDB took over the existing Government Dairy at Ormanjhi in August 2014 and two other dairies at Deoghar and Koderma in September 2014. In April 2014, NDDB further took over the management of JMF which included milk procurement, processing and marketing activities. NDDB also agreed to lend its brand “Mother Dairy” – which is renowned for its high-quality milk and milk products in the country – to support local brand “Medha”. It not only helped the brand to get established but also enable it capture a reasonable share of the Jharkhand Milk market.

It is due to the consistent support that Medha receives, it is able to provide 1 lac litres of milk every day. We are thankful to and proud of the people we are associated with in this journey. It is extremely delighting to be able to touch and enrich so many lives at the same time.

Our core philosophy at Medha is to stay true to our roots, i.e., Jharkhand. Our brand tagline also aims at capturing the same essence – HarboondmeinSehat, Harboondmein Jharkhand. We are committed to serve the people of the state with the best quality, hygienic, unadulterated milk which contributes to the development of a healthy and strong people.



White Revolution-India became Self Sufficient in Milk Production. Jharkhand lagged behind

✓ In June 2013, Jharkhand State Cooperative Milk Producers' Federation was formed by the Government of Jharkhand.

Promoted dairying as a source of livelihood in the rural parts of the state and propelled Jharkhand towards self reliance

The government of Jharkhand approached NDDB to support Dairy Development in Jharkhand, JMF was formed

Shri Sudhir Kumar Singh
Managing Director

sksingh@nddb.coop
+91 754 400 3456

**Jharkhand State Co-operative Milk
Producer's Federation Ltd,
FTC Campus, Sector-2,
HEC, Dhurwa, Ranchi-834004.
(Jharkhand)**

Medha Dairy is a company that operates in the dairy sector and produces various dairy products, including milk, butter, ghee, curd, and cheese. The company is focused on providing high-quality dairy products to its customers while also ensuring that its operations are sustainable and environmentally friendly.

Medha Dairy sources its milk from local dairy farmers who follow ethical and sustainable farming practices. The milk is then processed and packaged at the company's state-of-the-art processing facilities, which use the latest technology to ensure that the products are of the highest quality.

In addition to its core product line of milk and milk-based products, Medha Dairy also offers a range of value-added products such as flavored milk, lassi, and milkshakes. These products are designed to meet the changing tastes and preferences of consumers and to provide them with a wider range of options.

Overall, Medha Dairy is a leading player in the dairy sector and is committed to providing its customers with high-quality, sustainable, and innovative dairy products.



The dairy industry has been facing various challenges in recent years, including volatile milk prices, increasing competition from plant-based milk alternatives, and concerns around animal welfare and environmental sustainability. However, many dairy companies have been adapting to these challenges by investing in research and development, improving their sustainability practices, and diversifying their product offerings.

Regarding Medha Dairy, I do not have any information on its current state as I do not have access to real-time financial or operational data. It's best to check their official website or recent news updates for the latest information



**Milk
container**

There are 3
container, 30k liter
tank capacity



**Medha Dairy
Front Gate**



**Packaging
Area**



Problem Statement:

Medha Dairy, like any other company in the dairy industry, faces several challenges that affect its growth and sustainability. The company needs to identify and address these challenges to remain competitive and achieve its long-term goals. Some of the key challenges faced by Medha Dairy include:

1. Increasing competition from domestic and global players in the dairy industry.
2. Fluctuating prices of raw materials and inputs.
3. Dependence on traditional distribution channels for product delivery.
4. Changing consumer preferences towards plant-based milk alternatives.
5. Pressure to reduce carbon emissions and improve sustainability practices.

SWOT Analysis



Strengths:

1. Medha Dairy has a strong brand image and reputation for producing high-quality dairy products.
2. The company has established a strong distribution network that reaches a wide range of customers.
3. Medha Dairy sources milk from local dairy farmers who follow ethical and sustainable farming practices, which helps the company to maintain a reliable supply of high-quality milk.
4. The company has state-of-the-art processing facilities that use the latest technology to ensure the quality of its products.

Weaknesses:

1. The company is heavily dependent on a single product line - milk and milk-based products - which makes it vulnerable to market fluctuations and changes in consumer preferences.
2. Medha Dairy has limited international presence and relies heavily on the domestic market for its revenue.
3. The company's distribution network is largely traditional and may not be able to keep up with the changing needs of consumers.
4. Medha Dairy's pricing strategy may not be competitive compared to some of its rivals.

- Opportunities:**
1. The growing demand for dairy products in emerging markets presents an opportunity for Medha Dairy to expand its customer base.
 2. The development of new dairy products and flavors presents an opportunity for the company to diversify its product offerings and meet changing consumer preferences.
 3. The shift towards sustainable and environmentally friendly practices in the dairy industry presents an opportunity for Medha Dairy to differentiate itself from its competitors.
 4. The expansion of e-commerce and digital channels presents an opportunity for Medha Dairy to reach new customers and improve its distribution network.

- Threats:**
1. The increasing competition in the dairy industry, both domestically and globally, presents a threat to Medha Dairy's market share and revenue.
 2. The growing popularity of plant-based milk alternatives presents a threat to the demand for traditional dairy products.
 3. The volatility of raw material prices and input costs presents a threat to the company's profitability.
 4. The changing regulatory environment and the pressure to reduce carbon emissions and improve sustainability practices present a threat to Medha Dairy's operations and profitability.

Pestle Analysis

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01

➤ Increasing competition from domestic and global players in the dairy industry.

02

➤ Fluctuating prices of raw materials and inputs.

03

➤ Dependence on traditional distribution channels for product delivery..

04

➤ Changing consumer preferences towards plant-based milk alternatives.

05

➤ Pressure to reduce carbon emissions and improve sustainability practices.

PESTLE Analysis:

- Political:**
1. Regulations and policies related to food safety, labeling, and advertising can impact the dairy industry and Medha Dairy's operations.
 2. Changes in government policies related to dairy farming and subsidies can impact the cost and availability of milk for Medha Dairy.
- Economic:**
1. Fluctuations in raw material prices, currency exchange rates, and inflation can impact Medha Dairy's profitability.
 2. Changes in consumer spending patterns and economic downturns can impact the demand for dairy products.
- Sociocultural:**
1. Changes in consumer preferences towards healthier and sustainable food options can impact the demand for traditional dairy products.
 2. Growing awareness of animal welfare practices in the dairy industry can impact Medha Dairy's reputation and sales.
- Technological:**
1. Advancements in technology and automation can improve the efficiency of Medha Dairy's operations and production processes.
 2. The development of new dairy products and flavors using innovative technology can present opportunities for Medha Dairy.
- Legal:**
1. Changes in labor laws and regulations can impact Medha Dairy's workforce and operational costs.
 2. Intellectual property laws and regulations can impact Medha Dairy's product development and innovation.
- Environmental:**
1. Pressure to reduce carbon emissions and improve sustainability practices can impact Medha Dairy's operations and supply chain.
 2. Changes in weather patterns and natural disasters can impact the availability and cost of raw materials for Medha Dairy.

How Will Medha dairy survive in water scarce world ?

As water becomes increasingly scarce in many parts of the world, Medha Dairy, like all other businesses, will need to take steps to adapt and ensure its survival. Here are some possible strategies that Medha Dairy could consider:

- **Water conservation:** The dairy could adopt water conservation measures, such as rainwater harvesting, drip irrigation, and recycling of wastewater, to reduce its water consumption. These measures can help the dairy to minimize its water footprint and ensure the sustainability of its operations.
- **Shift to drought-resistant crops:** If the dairy is also involved in growing feed for its cattle, it could consider shifting to drought-resistant crops that require less water. This would help to reduce the dairy's overall water consumption and ensure that it can continue to feed its cattle even in times of water scarcity.
- **Innovative dairy farming techniques:** The dairy could explore new dairy farming techniques that use less water, such as hydroponic fodder production, which involves growing fodder for cattle in a controlled environment using minimal water.
- **Collaboration with stakeholders:** The dairy could collaborate with local authorities, farmers, and other stakeholders to develop a sustainable water management plan for the region. This would help to ensure that the water resources are used in a way that benefits everyone, and that the dairy's operations do not contribute to further water stress in the area.

Overall, Medha Dairy will need to be proactive in addressing the issue of water scarcity and take steps to reduce its water consumption and increase its water use efficiency. By doing so, it can help to ensure its long-term survival in a water-scarce world.

How will Medha dairy reduce its carbon footprint ?

Reducing its carbon footprint can not only benefit the environment but can also lead to cost savings for Medha Dairy. Here are some ways Medha Dairy could reduce its carbon footprint:

- **Energy efficiency:** Medha Dairy could invest in energy-efficient equipment and processes to reduce its energy consumption. This could include using energy-efficient lighting, upgrading to energy-efficient motors, and optimizing its cooling systems.
- **Renewable energy:** Medha Dairy could install renewable energy systems, such as solar panels or wind turbines, to generate clean energy on-site. This would help the dairy to reduce its reliance on fossil fuels and lower its carbon emissions.
- **Green transportation:** The dairy could encourage its employees to use more environmentally-friendly modes of transportation, such as cycling, walking, or electric vehicles, to reduce its transportation-related carbon footprint.
- **Waste reduction:** The dairy could implement waste reduction measures, such as recycling, composting, or reducing food waste, to minimize the amount of waste it sends to landfills. This would help to reduce methane emissions, which are a potent greenhouse gas.
- **Sustainable farming practices:** If the dairy is also involved in farming, it could adopt sustainable farming practices, such as regenerative agriculture or agroforestry, which can help to sequester carbon in the soil and reduce greenhouse gas emissions from livestock.

By implementing these measures, Medha Dairy could reduce its carbon footprint and move towards a more sustainable and environmentally-friendly business model.

Plastic waste management and sustainable solution

Plastic waste management is a significant challenge for the world, with plastic pollution causing serious harm to the environment and human health. However, there are several sustainable solutions that can be implemented to manage plastic waste, including:

1. **Reduce:** One of the most effective ways to manage plastic waste is to reduce the amount of plastic used in the first place. This can be achieved through various initiatives, such as promoting the use of reusable bags, bottles, and containers, reducing unnecessary packaging, and encouraging sustainable production practices.
2. **Reuse:** Another sustainable solution is to promote the reuse of plastic items. This can be achieved by designing products that are durable and can be used multiple times, implementing deposit return schemes for bottles and containers, and promoting the sharing economy to reduce the need for single-use plastics.
3. **Recycle:** Recycling is an essential part of managing plastic waste, and efforts should be made to increase the recycling rate. This can be achieved by improving recycling infrastructure and facilities, promoting recycling awareness among consumers, and implementing extended producer responsibility programs.
4. **Biodegradable plastics:** Another sustainable solution is to use biodegradable plastics that can break down naturally over time. Biodegradable plastics can help reduce the amount of plastic waste that ends up in landfills and oceans, but it is important to ensure that they are produced sustainably and do not have negative impacts on the environment.
5. **Alternative materials:** Finally, promoting the use of alternative materials to plastics can also be a sustainable solution. This can include materials such as paper, bamboo, and plant-based plastics, which are biodegradable and have a lower environmental impact than traditional plastics.

In conclusion, managing plastic waste is a complex issue, but implementing sustainable solutions such as reducing, reusing, recycling, using biodegradable plastics, and promoting alternative materials can help reduce the impact of plastic waste on the environment and human health.

MEDHA DAIRY

MEDHA DAIRY PRODUCTS



MACHINERY :-



MEDHA DAIRY



MILK

It 'tones up' the non-fat solids level to the original amount, bringing down the overall fat level. It is a milk variant for the emerging health-conscious society since it provides a perfect blend of pleasant taste with good health.

Ingredients Milk Solids and Water
Fat:4.5%(min)
SNF:8.5%(min) 1000ml & 500ml



DAHI

Medha dahi is a delicious and well-set curd which brings you that homemade taste. The thick creamy texture of the curd gives it its exotic look as well. The curd is an ideal meal accompaniment and is nutritious and delicious

Ingredients Milk Solids 250ml & 500ml jar 500ml pouch & 15kg tin



GHEE

Ghee is an essential part of an Indian kitchen. Medha's pure Desi Ghee has that rich aroma and taste which can be used to transform your preparation into an exotic treat. The ghee is made from fresh cream and manufactured with care.

Ingredients

Milk Solids
250ml & 500ml jar
500ml pouch &
15kg tin



MEDHA DAIRY ALL PRODUCT



LASSI

Medha's fresh lassi, the perfect alternative to the aerated drinks serves as a thirst quencher in the hot summers.

Ingredients

Milk Solids Sugar Added Culture 200ml



THANKS